

ORDER



Orders
Order / Rev: 196670
Alt Order #: 06839189
Product Desc: 8/8-8/14 RNC/MITT ROMNEY
Estimate: 149
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/07/12 / 08/07/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/RNC-Romney for President
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/14/12 | 16 | \$15,975.00 | \$13,578.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012 | 16 | \$15,975.00 | \$13,578.75 | 0.00 |
| Totals | 16 | \$15,975.00 | \$13,578.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| WVBT | 6% | \$15,975.00 |
| Market | 100% | \$266,250.00 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WAVY | 49% | \$130,462.50 |
| WGNT | 0% | \$0.00 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 25% | \$66,562.50 |
| WTVZ | 0% | \$0.00 |
| WVEC | 20% | \$53,250.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| E 1 | WVBT | 08/13/12 | 08/14/12 | M-F 10-1044p Fox News @ 10 | CM | 10-1045p | MT----- | :30 | 4 | \$1,000.00 | P1 | 0.00 | NM | 4 | \$4,000.00 |
| WVBT FOX NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | 4 | | \$1,000.00 | | 0.00 | | | | |
| E 2 | WVBT | 08/08/12 | 08/10/12 | M-F 10-1044p Fox News @ 10 | CM | 10-1045p | --WTF-- | :30 | 6 | \$1,000.00 | P1 | 0.00 | NM | 6 | \$6,000.00 |

Order / Rev: 196670
 Alt Order #: 06839189
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: POL/RNC-Romney for President
 Product Desc: 8/8-8/14 RNC/MITT ROMNEY
 Estimate: 149

WVBT

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| WVBT FOX NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | --WTF-- | | 6 | | | | \$1,000.00 | | 0.00 | | | |
| E 3 | WVBT | 08/13/12 | 08/13/12 | Mon Hour 1 Mon 8-9p | CM | 8-9p | M----- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |
| HELL'S KITCHEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | M----- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| E 4 | WVBT | 08/11/12 | 08/11/12 | Sa 10-1044p Fox News @10 Sat | CM | 10-1045p | -----S- | :30 | 2 | \$700.00 | P2 | 0.00 | NM | 2 | \$1,400.00 |
| WVBT FOX NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | -----S- | | 2 | | | | \$700.00 | | 0.00 | | | |
| E 5 | WVBT | 08/12/12 | 08/12/12 | FOX News Sunday Fox News Sunday | CM | 10-11a | -----S | :30 | 1 | \$75.00 | P2 | 0.00 | NM | 1 | \$75.00 |
| FOX NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | -----S | | 1 | | | | \$75.00 | | 0.00 | | | |
| E 6 | WVBT | 08/12/12 | 08/12/12 | Su 10-1044p Fox News @10 Sun | CM | 10-1045p | -----S | :30 | 2 | \$1,000.00 | P1 | 0.00 | NM | 2 | \$2,000.00 |
| WVBT FOX NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | -----S | | 2 | | | | \$1,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 16 | \$15,975.00 |